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北京京客隆商業集團股份有限公司

BEIJING JINGKELONG COMPANY LIMITED*

(a joint stock limited company incorporated in the People's Republic of China)

(Stock Code: 814)

**ADOPTION OF CHINA ACCOUNTING
STANDARDS FOR BUSINESS ENTERPRISES**

Reference is made to the announcement of Beijing Jingkelong Company Limited (the “Company”) dated 27 March 2013 on the proposed change of auditors. The Board has proposed to appoint Deloitte Touche Tohmatsu CPA LLP (德勤華永會計師事務所 (特殊普通合伙)) (“**Deloitte CPA**”) as the auditors of the Company, and not appoint the PRC and non-PRC auditors separately, subject to the approval of the shareholders of the Company at the forthcoming 2012 annual general meeting (the “**AGM**”).

According to the “Consultation Conclusions on Acceptance of Mainland Accounting and Auditing Standards and Mainland Audit Firms for Mainland Incorporated Companies Listed in Hong Kong” which was published by The Stock Exchange of Hong Kong Limited (“**Stock Exchange**”) in December 2010, Mainland audit firms approved by the Ministry of Finance (“**MOF**”) of China and China Securities Regulatory Commission (“**CSRC**”) can apply the accounting policies in the Mainland when providing services to Mainland incorporated issuers which are listed in Hong Kong for the financial year ending on or after 15 December

2010.

The Company is aware that Deloitte CPA is a Mainland audit firm approved by the MOF and CSRC. In order to improve the efficiency and reduce the cost of the Company, Deloitte CPA will be the only auditor auditing the Company's financial statements after the appointment at the AGM in accordance with China Accounting Standards for Business Enterprises ("CASBE") and undertaking the role of original overseas auditors in compliance with the Rules Governing the Listing of Securities on the Stock Exchange (including annual review of continuing connected transactions, etc.).

The Company is of the view that there will not be any significant financial impact to adopt and prepare its financial statements under CASBE.

By Order of the Board
Beijing Jingkelong Company Limited
Company Secretary
Li Bo

Beijing, the PRC

28 March 2013

As at the date of this announcement, the executive directors of the Company are Mr. Wei Tingzhan, Mr. Li Jianwen, Ms. Li Chunyan and Mr. Liu Yuejin; the non-executive directors are Mr. Gu Hanlin and Mr. Li Shunxiang; and the independent non-executive directors are Mr. Wang Liping, Mr. Chen Liping and Mr. Choi Onward.

** For identification purpose only*